

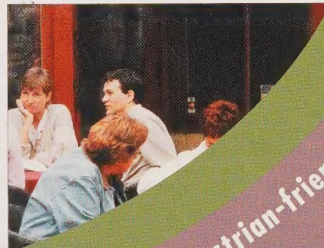
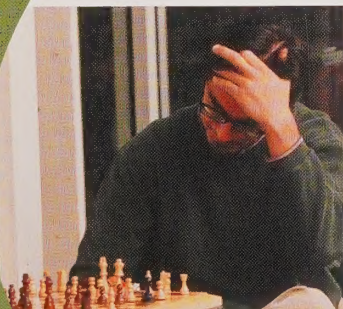
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T H E

vision

for Downtown Sunnyvale



"An enhanced, traditional downtown serving the community with a pedestrian-friendly environment."

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An overview of the
Downtown Design Plan
City of Sunnyvale



Plazas

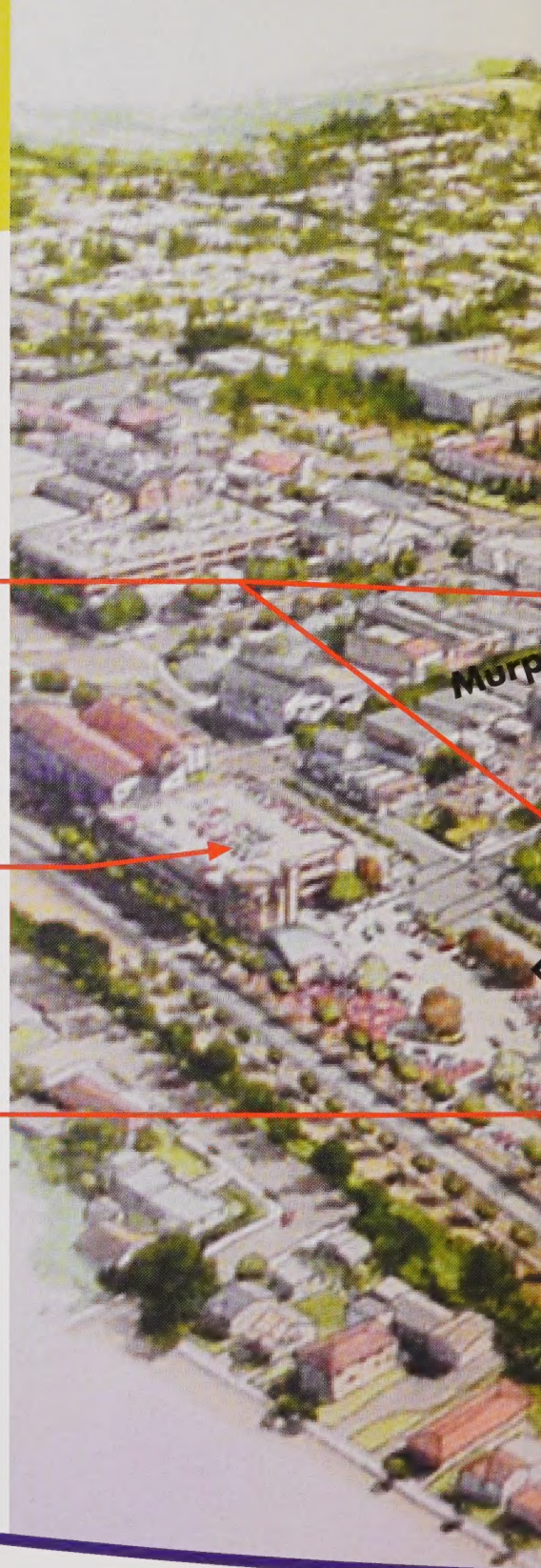
Plazas provide a place to meet and to enjoy one another for informal gatherings or public celebrations. A 1.6 acre permanent public plaza is under design, located near restaurants, retail, the train station & bus stops, and residential & office development. Temporarily closing the extension of Murphy Avenue south of Washington Avenue to traffic could create another 1.5-acre area for community events.

Convenient Transportation

Currently under construction is a multi-modal station at the Caltrain site, which will accommodate train, bicycles, shuttles and autos with several bus stops along Frances Street. A new loop road off-ramp is proposed for south bound Mathilda to provide another entry to downtown and provide access to both east and west bound Evelyn Avenue.

Downtown Living

The plan provides more options for downtown living with multi-family residential in the heart of downtown, within walking distance to Caltrain, shops and offices. Approximately 500 condominium or apartment units could be added where Town and Country currently exists. Retail and live/work units could be on the ground floor with up to seven floors of living units above.



Integrating the Downtown Vision With Existing Neighborhoods

Neighborhoods surrounding the downtown are preserved and protected by the proposed Downtown Design Plan. For example, it is recommended that permitted residential densities be reduced east of Carroll Street and along the 100 block of Charles Avenue. At the same time, required parking for multi-family residential could be increased to further protect the neighborhoods from parking overflow.



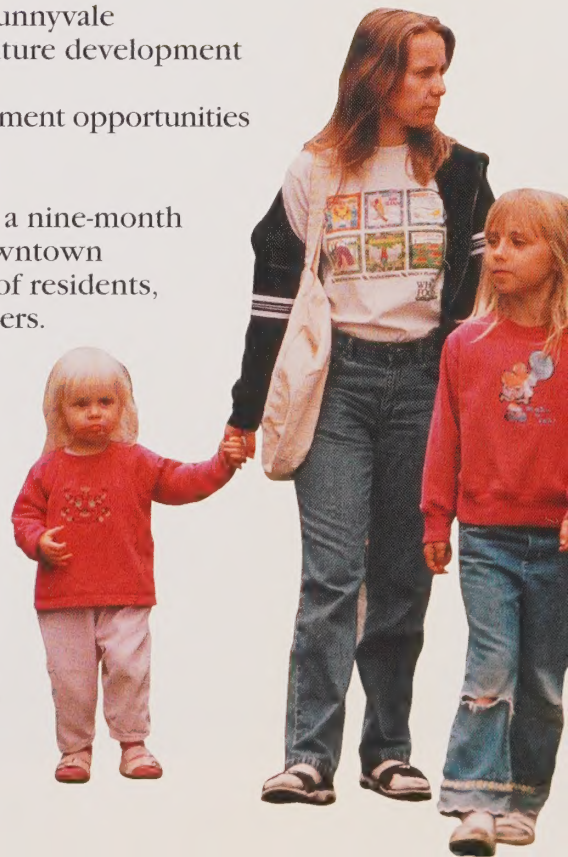
Goals of the Downtown Design Plan

- Establish a common vision for downtown Sunnyvale
- Create the framework to link current and future development into a vibrant and cohesive downtown
- Define Sunnyvale's unique economic development opportunities in the downtown

The Downtown Design Plan was drafted over a nine-month period in 2001 and 2002 by a 21-member Downtown Stakeholders Advisory Committee composed of residents, property owners, business owners, and developers. A public forum was held before the draft was completed to obtain the perspectives of others in the community, and the plan was adopted in concept by the City Council at a public hearing in April, 2002.



During the remainder of 2002, an Environmental Impact Report will be prepared and the City will conduct an extensive outreach program to inform residents about the plan. There will be additional public meetings before the City Council considers adoption of a final plan in early 2003.





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More Shopping

The historic downtown street grid is to be partially restored by extending Murphy Avenue one block south to the J.C. Penney's store, and McKinley Avenue one block east from Mathilda to the mall. (The center section of the parking deck would be demolished.) Both streets would be lined with shops and restaurants. In addition, Washington Avenue is intended to become an important retail street. New parking structures to be built both east and west of Macy's would be set back from the south side of Washington to leave room for small shops.

Revitalized Town Center Mall

The fortress-like mall which is now an island unto itself could become totally integrated into the fabric of downtown. The central section between Macy's and Target could be rebuilt as an open-air retail center, with a major pedestrian connection between extended Murphy and extended McKinley. A multi-screen movie theater would add another major entertainment destination to downtown.

Beautiful Boulevard

Mathilda Avenue between El Camino Real and Evelyn Avenue is proposed as an attractive downtown boulevard with wide sidewalks and handsome street trees. New office buildings (similar to the new Mozart buildings) could be built along the eastern edge with multi-family residential on the west. Residential buildings could be four-story on Mathilda and step down to two-story on Charles Street adjacent to the existing residential neighborhood.

D o w n t o w n S u n n y v a l e



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**Downtown Sunnyvale is a place unlike any other.
It reflects the heart and spirit of the community.**



Copies of the Downtown Design Plan are available at City Hall and in the Sunnyvale Public Library. It may also be accessed online at www.ci.sunnyvale.ca.us

Questions? Call Community Development at (408) 737-4900

Comments? Write to the City of Sunnyvale, Community Development, P.O. Box 3707 Sunnyvale, CA 94088-3707 or send an email to downtown@ci.sunnyvale.ca.us

If you would like to actively participate in the dialogue about the vision for downtown Sunnyvale and be notified of future public meetings, call (408) 737-4900.